



CASE STUDY - GROWTH STREET

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Julie Warren DipM ACIM - Director of Marketing at Growth Street

CAMPAIGN OBJECTIVE:

KMB were asked to generate good quality leads for the Growth Street Team. To engage with prospects to discuss in more detail GrowthLine a product which is a flexible line of credit that businesses use to manage their cash flow and working capital.

KMB developed an outsourced team to engage with prospects utilising salesforce.com and hubspot to speak to prospects at the right time and introduce GrowthLine which is a unique product provided by Growth Street. Not only do KMB communicate via the phone it is embedded within the marketing strategy of the business. KMB have delivered excellent results with high a level of decision maker contacts which has given Growth Street a strong pipeline which will continue into 2019 and a ROI.

CAMPAIGN LENGTH:

Growth Street started working with KMB in November 2017 and the campaign is still ongoing.

CLIENT DESCRIPTION:

Growth Street were created to provide business' access to funding tools that are considerably more flexible and clearer to use than traditional lenders and banks.

RESULTS:

To date we have written over two million of new business from KMB originated leads and this is growing all the time. Overall we are delighted to have achieved something we would not have managed to deliver internally having tried but failed several times in the past!



GROWTH STREET

**28,016 decision maker
conversations in 2018***

* KMB had across all campaigns